

Agenda Item 8

Executive Board Meeting
5 March 2014

Memo No 5/14

FC Values Refresh

Purpose

1. The purpose of this paper is to update the board on the refresh of the FC Values and to seek its agreement to the refreshed values and their launch.

Background

2. The FC Values were developed in 2000/01 in consultation with staff. They were successfully embedded into the organisation through the introduction of the FC Competency Framework and referred to in Recruitment, Probation, Induction and Learning and Development programmes. The current FC Values are detailed at Annex 1.
3. The review of the FC Values is a People Strategy Action.

Refresh Exercise

4. The review process involved engaging with various management boards across the organisation and Commissioners to seek their views. Focus groups were also held with some staff and the FCTU was also consulted.
5. Feedback received throughout the engagement exercise showed that:
 - there was strong support for the current Values. Therefore, the core Values remain the same, but the underlining strap lines have been refreshed;
 - the Values should be linked to both the FC's Health and Safety and Diversity agendas;
 - the Values should be linked to the Civil Service Values and Civil Service Competency Framework.
6. This feedback has been taken on board and the revised values are shown in paragraph 7. The Civil Service Values are highlighted in red.

EB – request for papers

Proposed Values

7. WE WANT THE FC TO BE A PLACE WHERE WE VALUE:

- **Teamwork** – We work collaboratively with each other and our stakeholders, ensuring trees, woods and forests meet the needs of society.
- **Professionalism** – We enjoy and take pride in our work, acting with **integrity** to achieve high standards of health and safety, quality, efficiency and sustainability.
- **Respect** – We value each other and our stakeholders, recognising diverse perspectives and treating everyone **impartially** and with consideration.
- **Communication** – We are open, **honest** and **objective** with each other and our stakeholders. We are prepared to challenge and to be challenged.
- **Learning** – We are always learning; developing the skills, knowledge and behaviours to support organisational success.
- **Creativity** - We seek new ways of doing things, sharing ideas and embracing change.

8. The values have been linked to the Civil Service Competency Framework as outlined in annex 2.

Proposed Launch

9. Discussions at HR Service Board concluded that we should launch the refreshed values through a poster campaign and personal leaflet issued to all staff.

Resource Implications

10. Costs of launch would be approximately £3000.

Risk Assessment

11. None.

Communications Issues

12. The proposed launch campaign should be at the beginning of April 2014 to coincide with the FC's adoption of the Civil Service Competency framework. The refreshed values and their associated Civil Service Competency links will also be promoted via Learning and Development events.

EB – request for papers

Implementation and Evaluation Proposals

13. Survey a proportion of staff in the autumn 2014 to check awareness of the refreshed values and identify any significant communication issues.

Recommendations

14. The board are asked to agree:
 - a) The content of the refreshed FC Values;
 - b) The proposed launch and communication of the refreshed values.

Colin Sobota
Head of Learning & Development
February 2014

Current FC Values

WE WANT THE FC TO BE A PLACE WHERE WE VALUE:

- **Teamwork** - We work as teams with colleagues and others to ensure that trees, woods and forests meet the needs of people in each part of Britain.
- **Professionalism** - We enjoy and take pride in our work, achieving high standards of quality, efficiency and sustainability
- **Respect** - We treat one another with consideration and trust, recognising each person's contribution
- **Communication** - We are open, honest and straightforward with colleagues and others, as willing to listen as to tell.
- **Learning** - We are always learning, from outside the FC as well as from within.
- **Creativity** - We are not afraid to try new ways of doing things.

Linking the refreshed FC Values to the Civil Service Competencies

Teamwork:

Seeing the Bigger Picture, Collaborating and Partnering, Delivering at Pace

Professionalism

Making effective decisions, Achieving Commercial Outcomes, Delivering Value for Money, Managing a Quality Service

Respect

Leading and Communicating, Collaborating and Partnering

Communication

Leading and Communicating

Learning

Building Capability for all, Changing and Improving

Creativity

Seeing the Bigger Picture, Changing and Improving